

62

Bu

Merry-Go-Round

FOR

FLOWER BULBS

Rings up "Sweet Profits" year 'round



**FALL
1959
PRICES**

Premium Quality
FLOWER BULBS
PLANT NOW!



LIBRARY
RECEIVED
★ MAY 20 1959 ★
U. S. Department of Agriculture

ANNOUNCING
Beautiful **FALL LINE**
SEE INSIDE PAGES

CLEAR-VU "JUMBO" PICTURE PACKAGED BULBS

**PROFIT
MAKERS**

for late Summer and Fall

Order Now!!



Colorfully packaged for fast, impulse sales

Each bulb item offered is packaged with a jumbo size (6" x 8") picture label of flower in full natural colors. Complete tested and proved planting directions are printed on every label to avoid explanation and save time for you and the customer. Clear polyethylene bag makes a sturdy, break-proof package yet permits full view of contents. Packages sell on sight. Customers buy again and again. You make a liberal profit on every package.

BULB CONTENTS, DESCRIPTION	BULBS PER PKG.	BULB SIZE	SHIPPING DATES									
ANEMONES, Mixed Colors	36	1/2"-5/8" Diameter	BEGIN AUG.	SEPT.	OCT.	NOV.	DEC.	AND LATER (SEE SPRING LIST)				
CALLA LILY, White (Aethiopica)	3	1 1/4"-1 3/4" Diameter	BEGIN AUG.	SEPT.	OCT.	NOV.	DEC.	JAN.	END FEB.	XXX	XXX	XXX
EASTER LILY (L. Longiflorum)	3	6"-7" Circum.	BEGIN AUG.	SEPT.	OCT.	NOV.	END DEC.	XXX	XXX	XXX	XXX	XXX
*GLADIOLUS BULBS, Rainbow Mix; also separate colors: RED, PINK, YELLOW, LAVENDER, WHITE AND PURPLE *Florida and Gulf Coast areas only, where Gladiolus can be planted in late summer and early fall in addition to spring.	15	No. 1 1 1/2"-2"	BEGIN AUG.	SEPT.	OCT.	NOV.	DEC.	AND LATER (SEE SPRING LIST)				
OR 12	JUMBO 2"											
GLORY LILY (Gloriosa Rothschildiana) Orange Scarlet Climbing Lily	1	5"-6" Length	BEGIN AUG.	SEPT.	OCT.	NOV.	DEC.	AND LATER (SEE SPRING LIST)				
RANUNCULUS, Mixed Colors	24	1/2"-5/8" Diameter	BEGIN AUG.	SEPT.	OCT.	NOV.	DEC.	AND LATER (SEE SPRING LIST)				
HYACINTHS, Dutch, Mixed Colors	4	16-17 cm Circum.	XXX	BEGIN SEPT.	OCT.	NOV.	END DEC.	XXX	XXX	XXX	XXX	XXX
DAFFODILS, King Alfred (Large Yellow Trumpet)	5	Double Nose II	XXX	BEGIN SEPT.	OCT.	NOV.	END DEC.	XXX	XXX	XXX	XXX	XXX
NARCISSUS, Select Assortment of Various Types and Colors	5	Double Nose II	XXX	BEGIN SEPT.	OCT.	NOV.	END DEC.	XXX	XXX	XXX	XXX	XXX
NARCISSUS, Paperwhite	8	14-16 cm Circum.	XXX	BEGIN SEPT.	OCT.	NOV.	END DEC.	XXX	XXX	XXX	XXX	XXX
NARCISSUS, Soleil D'Or (Sun of Gold)	6	14-16 cm Circum.	XXX	BEGIN SEPT.	OCT.	NOV.	END DEC.	XXX	XXX	XXX	XXX	XXX
TULIPS, Tall-Stemmed Darwins, Rainbow Mixed Colors, also separate colors: Red, Pink, Yellow, White, Purple	12 OR 10	1st Size 11-12 cm Top Size 12 cm up	XXX	BEGIN SEPT.	OCT.	NOV.	END DEC.	XXX	XXX	XXX	XXX	XXX
TULIPS, Parrot, Mixed Colors	10	11-12 cm Circum.	XXX	BEGIN SEPT.	OCT.	NOV.	END DEC.	XXX	XXX	XXX	XXX	XXX
AMARYLLIS, Meade Strain Hybrid Mixed Colors	3	2 1/4"-2 1/2" Diameter	XXX	XXX	BEGIN OCT.	NOV.	DEC.	END FEB.	XXX	XXX	XXX	XXX
DUTCH IRIS, Mixed Colors	24	7-8 and 8-9 cm	XXX	XXX	BEGIN OCT.	NOV.	DEC.	END JAN.	XXX	XXX	XXX	XXX

Spring-Summer Bulbs Follow Immediately the Above Listed Fall Bulbs. Our Clear-Vu "JUMBO" Line Provides you Good Profits Practically the Year 'Round.

WHOLESALE PRICE: \$6.25 PER DOZ. PKGS.

SUGGESTED RETAIL: Choose your selling price to provide your own required profit margin:

YOUR COST	If Your Retail Price Is:	Your Mark-Up Figures	Your Profit on Selling Price Is:
Approx. 52¢	98¢	88%	47%
Approx. 52¢	89¢	71%	42%
Approx. 52¢	79¢	52%	34%

MINIMUM ORDER: No orders accepted for less than 2 doz. packages.

TRANSPORTATION CHARGES ALLOWED on shipments of 12 doz. packages or more, within 1,000 mile radius of Cocoa, Florida (5% allowance on transportation if beyond 1,000 miles). Shipments less than 12 doz. packages, prices are F.O.B. Cocoa, Florida.

PACKING: Any assortment of your selection, in items available for shipment at the same time (refer to shipping dates on above chart).

WEIGHT: Packed for shipment, 6 to 12 lbs. per dozen packages, depending upon assortment of items ordered.

**Premium Quality
FLOWER BULBS
PLANT NOW!**



DISPLAY RACK

The above pictured display rack for our Clear-Vu Jumbo packages will be furnished upon request on an initial order for 24 dozen or more packages. This order can be split into smaller shipments, but first shipment to include display rack must consist of 12 dozen or more packages. Designed for mass outlets having heavy store traffic, this attractive, all-metal display stands 5 1/2 ft. high, occupies only four square feet of floor space, yet holds up to 16 dozen packages. The three-tier design, each tier revolving separately, permits "shopping" the display from one position. Furnished on loan basis only. This effective display can be used for our fall bulb line, and then for our spring line which overlaps the fall offers, thus providing practically year-'round sales and profits. Where store traffic does not warrant the display rack, a simple peg board with hooks also will show off our Clear-Vu Jumbo packages to good advantage and increase bulb sales and profits; materials are obtainable at little cost. building supply dealer.

ALEXANDER P. THOMAS BULB FARMS

P. O. BOX 187 • COCOA, FLORIDA

62

Fall [1959]

B

SPECIAL ORDER BLANK**FOR CLEAR-VU "JUMBO" PACKAGED BULBS****ALEXANDER P. THOMAS BULB FARMS • P. O. BOX 187 • COCOA, FLORIDA**

Date _____

SHIP TO _____

Address _____

City _____ State _____

Ship on or about _____ Check or M. O. enclosed \$ _____ Charge ☐**FALL SELECTION**

Order in Dozens, or Fraction of Dozen

DOZ. PKGS.	BULBS	AVAILABLE	DOZ. PKGS.	BULBS	AVAILABLE
	AMARYLLIS, Mixed Colors	Oct.-Mar.		NARCISSUS, Paperwhite	Sept.-Jan.
	ANEMONES, Mixed Colors	Aug.-May		NARCISSUS, Soleil D'Or	Sept.-Jan.
	CALLA LILY, White (Aethiopica)	Aug.-Feb.		RANUNCULUS, Mixed Colors	Aug.-May
	DAFFODILS, King Alfred	Sept.-Jan.	X X X X	TULIPS, Darwin	Sept.-Jan.
	DUTCH IRIS, Mixed Colors	Oct.-Jan.		Check which Pkg. Preferred:	
	EASTER LILY, (L. Longiflorum)	Aug.-Jan.		_____ 12 First Size _____ 10 Top Size	
X X X X	GLADIOLUS (Florida and Gulf Coast only, where Gladiolus can be planted late summer and early fall) Check which Pkg. Preferred: _____ 15 No. 1s _____ 12 Jumbos	Year Round		TULIPS, Mixed Colors	
	GLADIOLUS, Mixed Colors			TULIPS, Red	
	GLADIOLUS, Red			TULIPS, Pink	
	GLADIOLUS, Pink			TULIPS, Yellow	
	GLADIOLUS, Yellow			TULIPS, White	
	GLADIOLUS, Lavender			TULIPS, Purple	
	GLADIOLUS, White			TULIPS, Parrot, Mixed Colors	Sept.-Jan.
	GLADIOLUS, Purple			NEW OFFERS	
	GLORY LILY (Gloriosa Roths.)	Year Round		GLADIOLUS TRISTIS (Scented Glad)	Aug.-Feb.
	HYACINTHS, Dutch, Mixed Colors	Sept.-Jan.			
	NARCISSUS, Mixed Colors	Sept.-Jan.			

GRAND TOTAL PKGS.,**DOZENS @ \$6.25 PER DOZEN \$**

NOTE: **TRANSPORTATION CHARGES** are allowed on shipments of 12 Dozen or more packages that can be shipped at one time. Full charges allowed on such shipments within 1,000 mile radius of Cocoa, Florida; actual charges allowed or 5% of Invoice Value (Whichever is less) if beyond 1,000 mile radius of Cocoa, Florida. Shipments of less than 12 Dozen packages, Prices are F.O.B., Cocoa, Florida.

REMARKS: _____

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED

ABRIL 1950 - FBI REC 9.9 - ZHANG ZHANG ZHANG 3 070 121

12

12291bA

476

What do you think?

16-00000 0 34 30 225 10

NOTES 1121

Order in Bonds or Fraction of Bond.

REGULATORY BOARD

ROBERTS & COMPANY

REMARKS:

